

What is claimed is:

1        1. A points trading service method, the method comprising the step of:  
2            receiving through a telecommunications network a request for trading points a  
3 customer gets from a member shop, and carrying out a transaction corresponding to  
4 the request for trading points with at least one other customer.

1        2. The method of claim 1, wherein the trading points are selected from the  
2 group consisting of: cyber money, product purchasing points, advertisement clicking  
3 points, thank-you coupon, and mileage points.

1        3. The method of claim 1, further comprising the step of:  
2            calculating a balance of the customer's remaining trading points after the  
3 customer uses the trading points to purchase a good or a service.

1        4. A points trading service method, the method comprising the steps of:  
2            (a) collecting information regarding a customers' trading points portfolio from  
3 member shops and storing the information in a customer database;  
4            (b) receiving information on a points trade request from a customer; and  
5            (c) initiating a trading points transaction with at least one other customer  
6 according to the received points trade request.

1        5. The method of claim 4, wherein the trading points are selected from the  
2 group consisting of: cyber money, product purchasing points, advertisement clicking  
3 points, thank-you coupon, and mileage points.

1        6. The method of claim 4, further comprising the step of:  
2            updating a customer database and a transaction database according to a  
3 result from the trading points transaction, and sending the result to the  
4 corresponding member shop.

1        7. The method of claim 5, further comprising the step of:  
2            updating a customer database and a transaction database according to a  
3            result from the trading points transaction, and sending the result to the  
4            corresponding member shop.

1        8. The method of claim 4, further comprising the step of:  
2            calculating a balance of the customer's remaining trading points after the  
3            customer uses the trading points to purchase a good or a service.

1        9. The method of claim 5, further comprising the step of:  
2            calculating a balance of the customer's remaining trading points after the  
3            customer uses the trading points to purchase a good or a service.

1        10. A points trading service method, the method comprising the steps of:  
2            collecting information regarding a customers' trading points portfolio  
3            from member shops and storing the information in a customer database  
4            sending information on the customer's trading points and exchange  
5            rates stored in the customer database;  
6            receiving a points trade request from the customer; and  
7            transacting customer's points according to the received trade request.

1        11. The method of claim 10, wherein the trading points are selected from  
2            the group consisting of: cyber money, product purchasing points, advertisement  
3            clicking points, thank-you coupon, and mileage points.

1        12. The method of claim 10, wherein the customer's trade request is for  
2            changing the customer's trading points into a cash equivalent and processing the  
3            customer's trading points according to the resulting cash equivalent.

1       13. The method of claim 11, wherein the customer's trade request is for  
2 changing the customer's trading points into a cash equivalent and processing the  
3 customer's trading points according to the resulting cash equivalent.

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2       14. The method of claim 10, further comprising the step of:  
3            updating a customer database and a transaction database according to the  
4 result of the customer's trade request, and sending the result to the corresponding  
5 member shop.

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2       15. The method of claim 11, further comprising the step of:  
3            updating a customer database and a transaction database according to the  
4 result of the customer's trade request, and sending the result to the corresponding  
5 member shop.

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2       16. The method of claim 10, further comprising the step of:  
3            calculating a balance of the customer's remaining trading points after the  
customer uses the trading points to purchase a good or a service.

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2       17. The method of claim 11, further comprising the step of:  
3            calculating a balance of the customer's remaining trading points after the  
customer uses the trading points to purchase a good or a service.

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5       18. A points trade service method, the method comprising the steps of:  
receiving a request to buy trading points from a customer;  
buying trading points corresponding to the request; and  
updating a customer database according to a result from the buying process,  
and sending the result to a member shop that corresponds to the trading points.

1       19. The method of claim 18, further comprising the step of:

2 sending information concerning the customer's trading points and transaction  
3 exchange rates stored in the customer database to the customer.

1 20. The method claim 18, wherein the trading points are selected from the  
2 group consisting of: cyber money, product purchasing points, advertisement clicking  
3 points, thank-you coupon, and mileage points.

1 21. The method of claim 19, wherein the trading points are selected from  
2 the group consisting of: cyber money, product purchasing points, advertisement  
3 clicking points, thank-you coupon, and mileage points.

1 22. The method of claim 18, further comprising the step of:  
2 updating a customer database according to a result from the buying process,  
3 and sending the result to the member shop corresponding to the trading points.

1 23. The method of claim 19, further comprising the step of:  
2 updating a customer database according to a result from the buying process,  
3 and sending the result to the member shop corresponding to the trading points.

1 24. The method of claim 18, further comprising the step of:  
2 calculating a balance of the customer's remaining trading points after the  
3 customer uses the trading points to purchase a good or a service.

1 25. The method of claim 19, further comprising the step of:  
2 calculating a balance of the customer's remaining trading points after the  
3 customer uses the trading points to purchase a good or a service.

1 26. The method of claim 22, further comprising the step of:  
2 calculating a balance of the customer's remaining trading points after the  
3 customer uses the trading points to purchase a good or a service.

1           27. The method of claim 23, further comprising the step of:  
2           calculating a balance of the customer's remaining trading points after the  
3 customer uses the trading points to purchase a good or a service.

1           28. A points trading service apparatus for providing a points trading service  
2 through a telecommunications network, the apparatus comprising:  
3           an information collecting unit for collecting information on a customers' trading  
4 points from a plurality of member shops;  
5           a customer database for storing the information on the customers' trading  
6 points received from the member shops;  
7           a transaction processing unit for receiving information on a points trade  
8 request from a customer, and processing a trading point transaction with at least one  
9 other customer according points trade request; and  
10          a transaction database for storing information on the points trade request sent  
11 from the customer and a result of processing transactions.

1           29. The apparatus of claim 28, further comprising:  
2           an information providing unit for sending customer's trading point information  
3 and transaction exchange information stored in the customer database to the  
4 customer.

1           30. The apparatus of claim 29, wherein the trading points are selected from  
2 the group consisting of: cyber money, product purchasing points, advertisement  
3 clicking points, thank-you coupon, and mileage points.

1           31. The apparatus of claim 29, wherein the exchange rate information  
2 indicates a cash value or an absolute value corresponding to the trading points and  
3 is provided by a separate system installed outside of the service providing server.

1       32. The apparatus of claim 28, further comprising:

2       a shopping mall management unit for processing cyber shopping, and  
3       providing trading points in proportion to a good purchased and a service for buying  
4       goods with the trading points.

1       33. The apparatus of claim 29, further comprising:

2       a shopping mall management unit for processing cyber shopping, and  
3       providing trading points in proportion to a good purchased and a service for buying  
4       goods with the trading points.

1       34. The apparatus of claim 30, further comprising:

2       a shopping mall management unit for processing cyber shopping, and  
3       providing trading points in proportion to a good purchased and a service for buying  
4       goods with the trading points.

1       35. The apparatus of claim 31, further comprising:

2       a shopping mall management unit for processing cyber shopping, and  
3       providing trading points in proportion to a good purchased and a service for buying  
4       goods with the trading points.

1       36. The apparatus of claim 29, further comprising:

2       a network interface for linking a service provider server to a member shop  
3       server; and  
4       a web server for linking a customer computer server to the service provider  
5       server via an internet.

1       37. The apparatus of claim 30, further comprising:

2       a network interface for linking a service provider server to a member shop  
3       server; and

4           a web server for linking a customer computer server to the service provider  
5   server via an internet.

1           38.    The apparatus of claim 31, further comprising:  
2            a network interface for linking a service provider server to a member shop  
3   server; and  
4            a web server for linking a customer computer server to the service provider  
5   server via an internet.

1           39.    A points trading service system wherein a points trading service is  
2   provided through a telecommunications network, the points trading service system  
3   comprising:

4            a telecommunications network;  
5            a customer computer for sending information on a points trade request;  
6            a member shop computer for providing customer's points through the  
7   telecommunications network; and  
8            a service providing server for storing the customer's points received from the  
9   member shop computer, receiving information on the point trade request from the  
10   customer, and processing point transactions with other customers according to the  
11   received trade request information..

1           40.    A computer program product for enabling a computer to execute a  
2   points trading transaction, comprising:  
3            software instructions for enabling the computer to perform predetermined  
4   operations, and a computer readable medium bearing the software instructions;  
5            said predetermined operations including the steps of:  
6            collecting information on a customer's trading points from a member shop;  
7            storing at the computer a record of the collected information for each  
8   customer;

9 receiving information on a points trade request from a customer's computer;  
10 executing a trading transaction upon receiving the customer's trade request  
11 by trading points with at least one other customer;  
12 calculating the customer's trading point balance once the transaction has  
13 been processed; and  
14 sending the customer's final trading point balance to a customer database  
15 and the appropriate member shop.

1 41. The computer program product for enabling a computer to execute a  
2 points trading transaction according to claim 40, wherein the trading points are  
3 selected from the group consisting of: cyber money, product purchasing points,  
4 advertisement clicking points, thank-you coupon, and mileage points.

1 42. The computer program product for enabling a computer to execute a  
2 points trading transaction according to claim 40, wherein the customer trade request  
3 is for changing the customer's trading points into a cash equivalent and processing  
4 the customer's trading points according to the resulting cash equivalent.